



General Assembly

February Session, 2016

Raised Bill No. 5426

LCO No. 1981



Referred to Committee on COMMERCE

Introduced by:
(CE)

AN ACT MANDATING THE CREATION OF THE CONNECTICUT-MADE DESIGNATION.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Section 32-6m of the general statutes is repealed and the
2 following is substituted in lieu thereof (*Effective October 1, 2016*):

3 The Commissioner of Economic and Community Development shall
4 [within available appropriations,] establish and administer a program
5 to promote the marketing of products produced in Connecticut for the
6 purpose of encouraging the development of manufacturing and
7 production in the state. The commissioner may, within available
8 appropriations, provide a grant-in-aid to any person, firm, partnership
9 or corporation engaged in the promotion and marketing of such
10 products, provided the words "CONNECTICUT-MADE" or "CT-
11 Made" are clearly incorporated in such promotional and marketing
12 activities. The commissioner shall (1) provide for the design, plan and
13 implementation of a multiyear, state-wide marketing and advertising
14 campaign, including, but not limited to, television and radio
15 advertisements, promoting the availability of, and advantages of

16 purchasing, Connecticut-made products, (2) establish and
17 continuously update a web site connected with such advertising
18 campaign that includes, but is not limited to, a comprehensive listing
19 of Connecticut manufacturers, Connecticut-made products and
20 Connecticut retailers selling Connecticut-made products, (3) direct
21 Connecticut manufacturers and producers of Connecticut-made
22 products in need of assistance to the appropriate economic
23 development entity or state agency, and (4) conduct efforts to promote
24 interaction and business relationships between Connecticut
25 manufacturers and producers of Connecticut-made products and
26 retailers, marketers, chambers of commerce, regional tourism districts
27 and other potential institutional purchasers of Connecticut-made
28 products, including, but not limited to, (A) linking Connecticut
29 manufacturers and producers of Connecticut-made products with
30 potential purchasers through a separate feature of the web site
31 established pursuant to this section, and (B) organizing state-wide or
32 regional events promoting Connecticut manufacturers and producers
33 of Connecticut-made products, where such manufacturers, producers
34 and institutional purchasers are invited to participate. The
35 commissioner shall use his or her best efforts to solicit cooperation and
36 participation from Connecticut manufacturers, producers of
37 Connecticut-made products, retailers, marketers, chambers of
38 commerce and regional tourism districts in such advertising, Internet-
39 related and event planning efforts, including, but not limited to,
40 soliciting private sector matching funds. [The commissioner shall
41 administer this program within available appropriations.] On or before
42 January 1, 2013, and annually thereafter, the commissioner shall report
43 to the joint standing committee of the General Assembly having
44 cognizance of matters relating to commerce on issues with respect to
45 efforts undertaken pursuant to the requirements of this section,
46 including, but not limited to, the amount of private matching funds
47 received and expended by the department. The commissioner may
48 adopt such regulations, in accordance with chapter 54, as he or she
49 deems necessary to carry out the purposes of this section.

This act shall take effect as follows and shall amend the following sections:		
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Section 1	<i>October 1, 2016</i>	32-6m
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Statement of Purpose:

To require the Commissioner of Economic and Community Development to establish and administer the Connecticut-made program, which would promote products produced in the state.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]